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ABSTRACT

This annotated bibliography contains information about entrepreneurship and small business ownership. Citations include administrative materials, journal articles, opinion papers, project descriptions, and research reports. Materials for inclusion in this bibliography were located through the Florida Educational Information Service, which conducted searches of computerized information retrieval systems, specifically: the ERIC (Educational Resources Information Center) database on DIALOG and the VECM (Vocational Educational Curriculum Materials) database on BRS (Bibliographic Retrieval Service). Each entry includes title, date, name and address of developer, series title if any, format, synopsis, and availability. (KC)

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Entrepreneurship

A Bibliography

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Entrepreneurship

A Bibliography

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Betty Castor, Commissioner
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Introduction

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Materials for inclusion in this bibliography were located through Florida Educational Information Service (FEIS). FEIS conducted searches of computerized information retrieval systems (specifically the VECM—Vocational Education Curriculum Materials—data base on BRS—Bibliographic Retrieval Service—and the ERIC—Educational Resources Information Center—data base on DIALOG).

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TITLE: ***Advanced Marketing 8130: Planning for Entrepreneurship.***

DATE: 1984

ANNOTATION: Explores actual preparation for business ownership, including rewards and responsibilities of entrepreneurship; effects of government regulation, organized labor, and labor specialization; processes of selecting a business and its site; developing marketing strategy; and implementing a self-designed financial plan.

FORMAT: Curriculum Guide; Teaching Guide; Competency-based; Task Analysis; Behavioral Objectives; 149pp.

AVAILABILITY: Sale $10.50. Loan 4 weeks. Virginia Vocational Curriculum Center, 2200 Mountain Road, Glen Allen, VA 23060. (804) 262-7439.

TITLE: ***The Apple Market.***

DATE: 1985

ANNOTATION: A learning module demonstrating generation of a market demand curve, identification of equilibrium prices-quantities and setting of prices by a monopolistic seller in order to obtain maximum profit.

FORMAT: Teaching Guide; Learning Module; Workbook; Behavioral Objectives; Individualized; Self-paced; Illustrated; 30pp.

SYS REQ: Microcomputer Program; IBM PC, PC jr, XT, PC Portable; 64K Memory; 2.0, 2.1 DOS; 1 Disk; 5 1/4 Inch Size. Apple II; 1 Disk; 5 1/4 Inch Size.

AVAILABILITY: Sale $49.95. Diversified Educational Enterprises, Incorporated, 725 Main Street, Lafayette, IN 47901. (317) 742-2690.

TITLE: ***At Home in the Office: A Guide for the Home Worker.***

DATE: 1984

ANNOTATION: This guide is designed to provide information to persons interested in establishing a home work program. The primary focus of this document is to give people in clerical or support staff positions who wish to work at home as an alternate work site the skills to negotiate with one or more employers.

FORMAT: Learning Module; Game/Simulation; 132pp.

AVAILABILITY: Loan 2 weeks. Librarian, Southeast Curriculum Coordination Network, PO Drawer DX, Mississippi State, MS 39762. (601) 325-2510.

TITLE: ***Beyond a Dream: An Instructor's Guide for Small Business Exploration.***

DATE: 1985.

ANNOTATION: Combines adult education and entrepreneurial principles in a 10-unit training package to help adults determine personal reasons for starting their own business (desirability) and potential success of their ideas (feasibility). Includes complete teaching outline and materials to make use of local experts to assist in entrepreneurial decisions. Order number LT 68.

FORMAT: Teaching Guide; 228pp.

AVAILABILITY: Sale $25.00. National Center for Research in Vocational Education, Program Information Office, 1960 Kenny Road, Columbus, OH 43210-1090. (800) 848-4815. (614) 486-3655.

TITLE: ***A Business Planning Manual for Entrepreneurs Utilizing VisiCalc.***

DATE: 1984

ANNOTATION: This manual is a workable computer program to be used with VisiCalc. Five plans for success identify and instruct owners and operators in the following areas of the business: marketing plan, profit plan, capital plan, return on investment plan, and the cash flow plan.

FORMAT: Manual; 85pp.

AVAILABILITY: Sale $8.00. Instructional Materials Laboratory, 842 West Goodale Boulevard, Columbus, OH 43210. (614) 221-4950.

TITLE: ***Curriculum Construction in Distributive Education: Management.***

DATE: 1979

ANNOTATION: Course of study based on competencies identified by Distributive Education Clubs of America (DECA).

FORMAT: Curriculum Guide; Teaching Guide; Bibliography; Competency-based; Behavioral Objectives; 60pp.

AVAILABILITY: Loan 4 weeks. Northeast Curriculum Coordination, New Jersey Vocational Education Resource Center, Rutgers University, Crest Way, Aberdeen, NJ 07747. (201) 290-1900.

TITLE: ***Economics and Marketing LAP 2: Economic Goods and Services.***

DATE: 1979

ANNOTATION: Interstate Distributive Education Curriculum Consortium (IDECC). One of 24 packets in economics. Teacher section has primary and reinforcing group activities and test keys. Student section has glossary, information sheets, alternate activities, and reinforcing exercises. Key topics include defining economic goods and services, consumer and capital goods, and economic "votes." Consumer needs and wants are also discussed.

FORMAT: Teaching Guide; Evaluation Instrument; Learning Module; Game/Simulation; Bibliography; Competency-based; Task Analysis; Criterion-referenced Evaluation; Behavioral Objectives; Individualized; Self-paced; Field-tested/Validated; Illustrated; 65pp.

AVAILABILITY: Sale. Contact IDECC for current price—IDECC, The Ohio State University, 1564 West First Avenue, Columbus, OH 43212. (614) 486-6708.

TITLE: ***Economics and Marketing LAP 3: Product Utility.***

DATE: 1979

ANNOTATION: Interstate Distributive Education Curriculum Consortium (IDECC). One of 24 packets in economics. Teacher section has primary and reinforcing group activities and test keys. Student section has glossary, information sheets, alternate activities, and reinforcing exercises. Key topics include the study of how different forms of utility goods can be subject to product usefulness and how utility increases product usefulness.

FORMAT: Teaching Guide; Evaluation Instrument; Learning Module; Game/Simulation; Bibliography; Competency-based; Task Analysis; Criterion-referenced Evaluation; Behavioral Objectives; Individualized; Self-paced; Field-tested/Validated; Illustrated; 27pp.

AVAILABILITY: Sale. Contact IDECC for current price—IDECC, The Ohio State University, 1564 West First Avenue, Columbus, OH 43212. (614) 486-6708.

TITLE: ***Entrepreneurship as a Career Choice.***

DATE: 1987.

AUTHOR: Ashmore, M. Catherine, And Others.

DEVELOPER: Office of Vocational and Adult Education (ED). Washington, DC.

ANNOTATION: This curriculum guide is designed to provide some basic materials to assist in developing an introductory aproach to entrepreneurship as a career option. Chapter 1 presents an overview of entrepreneurship education and possible teaching strategies, including a topical outline, resource suggestions, detailed descriptions of available curriculum materials, and a list of ideas that are helpful in planning infusion of entrepreneurship education into a vocational curriculum. Chapters 2 through 5 provide learning activities designed as handouts for easy duplication in the classroom. They provide a variety of learning experiences related to becoming an entrepreneur in these areas: Can I be an entrepreneur? What experiences have I had? What type of business could I start? and How can I prepare to be my own boss? Chapter 6 (more than half of the document) contains the stories of 50 young vocational education graduates who started a business of their own. They are grouped to correspond to the four areas of chapters 2-5. Each case study provides name of entrepreneur, business name, address, and phone; type of business; a narrative description; and case study questions and answers. (YLB)

FORMAT: Teaching Guide. 307pp.

AVAILABILITY: For a microfiche copy of this document order ED284977 from FEIS.

TITLE: ***Entrepreneurship: A Senior High School Home Economics Career Exploration Unit.***

DATE: 1984

ANNOTATION: Offers students an overview of how to turn home economics skills into successful business. The guide provides lesson plans for teaching product determination, business location, business capital, financial management, goal setting, advertising, record keeping, and employee relations. Order number A-217.

FORMAT: Teaching Guide. 97pp.

AVAILABILITY: Sale. Contact for current price. AVA Resources, 1410 King Street, Alexandria, VA 22314.

SERIES: **Entrepreneurship Education.**

TITLE: ***Applying the Skills.***

Learning the Skills.

Supplementary Readings.

DATE: 1980

ANNOTATION: A three-volume resource of curriculum materials pertaining to self-employment as a career option. The first volume, *Learning the Skills*, stresses the personal skills which people need to be effective entrepreneurs. The second volume, *Applying the Skills*, addresses the application of the skills to self-employment. The third volume, *Supplementary Readings*, includes readings and suggested additional resources which complement the instructional strategies contained in the first two volumes.

FORMAT: Curriculum Guide; Teaching Guide. 189-328pp.

AVAILABILITY: Sale $5.50-$9.00. Curriculum Publications Clearinghouse, Western Illinois University, 46 Horrabin Hall, Macomb, IL 61455. (309) 298-1917 or (800) 322-3905 (IL only).

TITLE: ***Entrepreneurship in Montana—A Handbook for Integrating Entrepreneurship into All Vocational Areas.***

DATE: 1986

AUTHOR: Harris, Ronald R.

DEVELOPER: Montana State Office of the Superintendent of Public Instruction, Helena.

ANNOTATION: This handbook was developed to provide vocational education teachers in Montana with information about entrepreneurship so that they can integrate the concepts into their vocational courses. The guide provides a definition of entrepreneurship and describes the syllabus for entrepreneurship (ownership, location, financing, personnel, promotion, merchandising, customer services, and government regulation). Each of these areas is outlined along with ideas for teaching. A suggested listing of resources to be used in teaching these concepts is contained in an appendix. Appendixes also contain reprinted business journal articles on franchises, generating advertising ideas, and selling in financial institutions. (KC)

FORMAT: Administrative Material. 42pp.

AVAILABILITY: For a microfiche copy of this document order ED275907 from FEIS.

TITLE: ***Entrepreneurship in Voc Ed: A Guide for Progam Planning.***

DATE: 1982

ANNOTATION: Assists program planners and curriculum developers in selecting entrepreneurship education materials. Suggests five essential steps necessary for developing training programs. Explores eight curriculum resources in depth, including samples of content. LT 62.

FORMAT: Administrative Manual; Reference Material; Bibliography. 77pp.

AVAILABILITY: Sale $6.50. The National Center for Research in Vocational Education, Program Information Office, 1960 Kenny Road, Columbus, OH 43210. (800) 848-4815 or (614) 486-3655.

TITLE: ***Entrepreneurship: Short Term Financing Module.***

DATE: 1982

ANNOTATION: Objectives of this entrepreneurship module include developing a short-term financial forecast, determining a working capital policy, determining the cost of trade credit and commercial bank loans, and establishing and maintaining a good bank relationship.

FORMAT: Learning Module. 27pp.

AVAILABILITY: Sale $3.00. Instructional Materials Laboratory, 842 West Goodale Boulevard, Columbus, OH 43210. (614) 221-4950.

TITLE: ***Entrepreneurship: The Art of Business Ownership.***

DATE: 1983

ANNOTATION: Catalog #97307. This self-contained study guide could be called a "primer" for the would-be entrepreneur. Some of the lessons are on free enterprise, building and site selection, pricing, business regulations, banking, borrowing.

FORMAT: Teaching Guide; Reference Material; Workbook; Competency-based; Behavioral Objectives; Individualized; Self-paced; Field-tested/Validated; Illustrated. 100pp.

AVAILABILITY: Sale. Contact for current price. Vocational Instructional Services, Texas A & M University, FE Box 182, College Station, TX 77843-2588. (409) 845-6601.

TITLE: ***Entrepreneurship Training in Vocational Education.***

DATE: 1986

DEVELOPER: Arizona Department of Education.

ANNOTATION: This guide is designed to be used as a unit within an existing course.

FORMAT: Teaching Guide; Competency-based; Individualized; Self-paced; 96pp.

AVAILABILITY: Loan 2 weeks. Librarian, Southeast Curriculum Coordination Network, PO Drawer DX, Mississippi State, MS 39762, (601) 325-2510.

TITLE: ***Getting Down to Business: Agriculture.*** **Entrepreneurship Training Components.**

DATE: 1981.

DEVELOPER: American Institutes of Research.

ANNOTATION: Modules for teacher and student on entrepreneurship in farm equipment repair, tree service, garden center, fertilizer and pesticide service, dairy farming.

FORMAT: Learning Module, 609pp.

AVAILABILITY: Loan 4 weeks. Western Curriculum Coordination Center, 1776 University Avenue, Wist Hall 216, Honolulu, HI 96822, (808) 948-6496.

TITLE: ***Getting Down to Business: Business and Office.*** **Entrepreneurship Training Components.**

DATE: 1981.

DEVELOPER: American Institutes of Research.

ANNOTATION: Modules for teacher and student on entrepreneurship in answering service, secretarial service, bookkeeping service, software design company, word processing service.

FORMAT: Learning Module, 584pp.

AVAILABILITY: Loan 4 weeks. Western Curriculum Coordination Center, 1776 University Avenue, Wist Hall 216, Honolulu, HI 96822, (808) 948-6496.

TITLE: ***Getting Down to Business: Distributive Education.*** **Entrepreneurship Training Components.**

DATE: 1981.

DEVELOPER: American Institutes of Research.

ANNOTATION: Modules for teacher and student on entrepreneurship in apparel store, specialty food store, travel agency, bicycle store, flower and plant store, business and personal service, innkeeping.

FORMAT: Learning Module, 857pp.

AVAILABILITY: Loan 4 weeks. Western Curriculum Coordination Center, 1776 University Avenue, Wist Hall 216, Honolulu, HI 96822, (808) 948-6496.

TITLE: ***Getting Down to Business: Health.*** **Entrepreneurship Training Components.**

DATE: 1981.

DEVELOPER: American Institutes of Research.

ANNOTATION: Modules for teacher and student on entrepreneurship in nursing, wheelchair transportation, and health spa.

FORMAT: Learning Module, 378pp.

AVAILABILITY: Loan 4 weeks. Western Curriculum Coordination Center, 1776 University Avenue, Wist Hall 216, Honolulu, HI 96822, (808) 948-6496.

TITLE: ***Getting Down to Business: Technical.*** **Entrepreneurship Training Components.**

DATE: 1981.

DEVELOPER: American Institutes of Research.

ANNOTATION: Modules for teacher and student on entrepreneurship in guard service, pest control service, energy specialist service.

FORMAT: Learning Module, 357pp.

AVAILABILITY: Loan 4 weeks. Western Curriculum Coordination Center, 1776 University Avenue, Wist Hall 216, Honolulu, HI 96822, (808) 948-6496.

TITLE: ***Getting Down to Business: Trades and Industry.*** **Entrepreneurship Training Components.**

DATE: 1981.

DEVELOPER: American Institutes of Research.

ANNOTATION: Modules for teacher and student on entrepreneurship in hairstyling, auto repair, welding, construction electricity, carpentry, plumbing, and air conditioning and heating.

FORMAT: Learning Module, 862pp.

AVAILABILITY: Loan 4 weeks. Western Curriculum Coordination Center, 1776 University Avenue, Wist Hall 216, Honolulu, HI 96822, (808) 948-6496.

TITLE: ***Getting Down to Business, Module 1: What's It All About?*** **Entrepreneurship Training Components.**

DATE: 1981.

DEVELOPER: American Institutes of Research.

ANNOTATION: Module for teacher and student gives an overview of all modules covered in the Entrepreneurship Training Components series.

FORMAT: Learning Module, 212pp.

NOTE: Volume 1, Student Guide; Volume 2, Teacher Guide.

AVAILABILITY: Loan 4 weeks. Western Curriculum Coordination Center, 1776 University Avenue, Wist Hall 216, Honolulu, HI 96822, (808) 948-6496.

TITLE: ***Home-based Business Resources.***

DATE: 1986.

DEVELOPER: Alaska State Department of Education.

ANNOTATION: This handbook is intended for teachers in Alaska who are developing and/or operating home-based business programs. The curriculum included in the guide can be used to set up a school-based business to provide students with actual experience in the business. The curriculum also serves as a basic course of study for small business and entrepreneurship programs. The handbook includes instructional materials and information to be used to teach selected competencies and focuses primarily on those competencies for which materials are not readily available to teachers. It also includes resources for ordering additional materials. The handbook is divided into 13 program goals addressing the following topics: personal traits and self-assessment; potential kinds of home businesses; business structures; regulations governing home-based businesses; obtaining funds; business records; insurance; purchasing; marketing; and financial management and planning including space planning, computer programs for recordkeeping for home-based businesses, and keeping current. Each of these areas contains a list of competencies to be attained by students, information sheets, learning activities, and reprints. (KC)

FORMAT: Teaching Guide, 200pp.

AVAILABILITY: For a microfiche copy of this document order ED275898 from FEIS.

TITLE ***Home Entrepreneurship.***

DATE 1983

DEVELOPER Pennsylvania Department of Education

ANNOTATION Provides an extensive overview of the knowledge and skills needed to become an entrepreneur, along with the special considerations involved in locating a business in the home. Topics include exploring a home-based home economics-related business; planning your home-based business; legal considerations; money to start; organizing the work of your business; purchasing necessary supplies; setting prices for your home-based business; financial record keeping; advertising and selling; and evaluation of your business.

FORMAT Reference Material; Textbook; 120pp.

AVAILABILITY Sale $6.50. Home Economics Education Department, The Pennsylvania State University, 212 Rackley Building, University Park, PA 16802.

TITLE ***Home Furnishings Marketing. (Softlines).***

DATE 1984

ANNOTATION This is a brief introduction to marketing of softlines in home furnishings. It introduces such merchandising, then tells about duties, responsibilities, competencies, entrepreneurship, and how to become competent in career opportunities. Answer book available.

FORMAT Textbook; Learning Module; Competency-based; Criterion-referenced Evaluation; Behavioral Objectives; Individualized; Self-paced; Field-tested/Validated; 31pp.

AVAILABILITY Sale. Contact for current price. Extension Instruction and Materials Center, The University of Texas at Austin, P.O. Box 7218, Austin, TX 78713-7218, (512) 471-7716.

TITLE ***Hot Dog Stand: Survival Math Skills.***

DATE 1984

ANNOTATION Students practice math skills when they run a simulated hot dog stand. Includes color graphics and animation. Teaches price calculation; estimating with whole numbers, decimals, and fractions; and practical decision making. Order Number 1157-YN.

FORMAT Teaching Guide; Game/Simulation

SYS REQ Microcomputer Program; IBM PC, 64K Memory; IBM PC jr, 128K Memory with Color Graphics Card; 1.0 or 1.1 DOS; 1 Disk with backup; 5 1/4 Inch Size; Color.

AVAILABILITY Sale $49.00, includes backup disk. Sunburst Communications, Suite VECM, 39 Washington Avenue, Pleasantville, NY 10570, (800) 431-1934.

SERIES **Human Relations and Leadership Competencies: Suggestions for Integrating Vocational Student Organization Activities.**

TITLE ***Entrepreneurship.***

DATE 1985

ANNOTATION Number seven in a series of seven.

FORMAT Learning Module; Workbook; Competency-based; Behavioral Objectives; Individualized; Self-paced; Field-tested/Validated; 31pp.

AVAILABILITY Maryland Vocational Curriculum Research and Development Center, J. M. Patterson Building, University of Maryland, College Park, MD 20742, (301) 454-2260.

TITLE ***Management Development, a Primer.***

DATE 1980

ANNOTATION An excellent manual which develops management thinking and skills in the area of synergistic management. The lessons are in the T format and include handouts. The manual is designed for adult learners, yet may easily be adapted to the secondary level.

FORMAT Manual; 98pp.; Transparency Master.

AVAILABILITY Sale $2.75. Instructional Materials Laboratory, 842 West Goodale Boulevard, Columbus, OH 43210, (614) 221-4960.

TITLE ***A National Entrepreneurship Education Agenda for Action. Leadership Training Series No. 66.***

DATE 1984

AUTHOR Ross, Novella, And Others

DEVELOPER Office of Vocational and Adult Education (ED), Washington, DC.

ANNOTATION Entrepreneurship education and training for the existing, potential, and future entrepreneur has become increasingly in demand during the past decade. This publication is designed to assist entrepreneurial leadership in vocational education and other constituencies interested in entrepreneurial training and/or education to form synergistic networking teams to attack the problem. The report is organized in five chapters. The first chapter discusses the need for entrepreneurship and the five stages of entrepreneurship as a lifelong process. In Chapter II, opportunities for entrepreneurship are highlighted, with projections made for the 1980s and 1990s. The issue of leadership development is also discussed. Chapter III presents an agenda for action that describes entrepreneurship education activities being conducted by federal agencies, states, national organizations, Oklahoma State University, and the National Center for Research in Vocational Education. Benefits to be gained and challenges for the future are also described in the chapter. The fourth chapter details the action plans being implemented in the nine lead states of Colorado, Florida, Maryland, Massachusetts, Missouri, New York, Ohio, Oregon, and Texas. Fourteen recommendations that can be used to help vocational education leaders make an impact on the development of entrepreneurship are discussed in Chapter V. Appendixes to the report include the U.S. Department of Education policy statement on entrepreneurship education, White House statements by the President, and definitions of terms. References are provided. (KC)

FORMAT Position Paper; Review Literature; 12pp.

AVAILABILITY For a microfiche copy of this document order ED250463 from ERIC.

TITLE ***Ocean County Vocational-Technical School's Model for Gifted and Talented Entrepreneurship Training Program, 1983-84. Final Report.***

DATE 1984

DEVELOPER New Jersey State Dept. of Education, Trenton. Div. of Vocational Education and Career Preparation.

ANNOTATION A model was developed for a program that would meet the needs of vocational gifted and talented students while training an important member of the economic community—the entrepreneur. Research material concerning the identification and selection of gifted and talented students was reviewed, and criteria were developed for nomination of candidates for placement in the program. Appropriate instructional materials to introduce entrepreneurship skills to gifted and talented students were developed and located. Fifteen weekly meetings were scheduled, and a variety of instructional methods were used to present the entrepreneurship skills, how to open and manage a small business. Pretests and posttests were administered to treatment and control groups. Findings indicated that the program produced statistically

significant achievement gains. Participating students found the program interesting, informative, and enjoyable. The most significant result of the program was development of criteria for identifying and selecting vocationally gifted and talented students. Appendixes, amounting to over two-thirds of the report, include instructor nomination form; student survey for candidate selection; candidate scoring criteria; core text with contents, overview, and goals; topical course outline; pretest/posttest with answer key; sample student handout; pretest/posttest results; and student evaluation of course. (YLB)

FORMAT: Project Description; 70pp

AVAILABILITY: For a microfiche copy of this document order ED255702 from ERIC.

TITLE: ***Office Education Curriculum Guide Series: Core Document.***

DATE: 1986

AUTHOR: Sullivan, Carol

DEVELOPER: Texas Education Agency, Austin. Dept. of Occupational Education and Technology.

ANNOTATION: As one of a series of curriculum guides for office education programs in Texas, this guide contains units of instruction to assist in teaching the following objectives rated as necessary for the success of the program by experienced teachers across the state: (1) the essential elements common to all vocational programs and (2) the essential elements of office education. The four units in the vocational core cover the following topics: leadership, entrepreneurship, successful employment, and employment opportunities. Each unit contains these basic components: unit outline, resource list, performance chart, notes to the instructor, unit overview, transparency masters, activity sheets, tests, and answers to the activities and tests. Each unit is planned to cover more than one lesson or period of instruction. Each unit in the office education core is correlated with the essential elements and includes these components: unit outline, resource list, performance chart, notes to the instructor, and unit overview. The 17 units in this section cover the following topics: safety, telephone techniques, office careers, business ethics, human relations, personal development, organizing work, resources and references, business forms, business reports, language usage, written communications, business mathematics, banking activities, record keeping, business machines, and word/data processing terminology. (KC)

FORMAT: Teaching Guide; 369pp

AVAILABILITY: For a microfiche copy of this document order ED274834 from ERIC.

TITLE: ***Operating Your Own Business.***

DATE: 1980

ANNOTATION: Discusses all the elements involved in setting up and operating a business.

FORMAT: Curriculum Guide; Teaching Guide; Reference Material; Evaluation Instrument; Learning Module; Workbook; Bibliography; Competency-based; Individualized; Self-paced; Field-tested/Validated; Illustrated; 253pp

AVAILABILITY: Sale. Contact for current price. Director, Instructional Materials Laboratory, University of Missouri, 10 Industrial Education Building, Columbia, MO 65211, (314) 882-2883.

SERIES: **PACE Revised.**

TITLE: ***Complying with Government Regulations.***

Dealing with Legal Issues.

Financing the Business.

Keeping the Business Records.

Locating the Business.

Managing the Business, Managing Customer Credit and Collections.

Managing the Finances.

Managing Human Resources.

Managing Sales Efforts.

Promoting the Business.

Protecting the Business.

Understanding the Nature of Small Business.

DATE: 1983

ANNOTATION: An eighteen-module series of PACE (Program for Acquiring Competency in Entrepreneurship). The modules are available in three reading levels: seventh grade (RD 240 AN 1-II); ninth grade (RD 240 BB 1-II); and tenth grade (RD 240 CB 1-III).

FORMAT: Learning Module; Competency-based; Behavioral Objectives; Individualized; Self-paced; 15pp.

AVAILABILITY: Sale $2.50 module; $120.00 set (fifty-four modules, three instructors' guides, and resource guide). The National Center for Research in Vocational Education, Program Information Office, 1960 Kenny Road, Columbus, OH 43210, (800) 848-4815 or (614) 486-3655.

TITLE: ***Starting a New Business.***

DATE: n.d.

ANNOTATION: In this program you will learn the ins and outs of starting a new business venture as you make decisions about trade names, partnership agreements, incorporation, budgeting, marketing, inventory, advertising, hiring employees, raising capital, record keeping, taxes, insurance. Correct decisions can lead to great wealth; incorrect decisions to bankruptcy. This simulation on the trials and tribulations of starting a business will teach as it entertains, keeping you entranced for hours.

FORMAT: Teaching Guide

SYS REQ: Microcomputer Program: Apple, 1 Disk, 5 1/4 Inch Size; IBM, 1 Disk, 5 1/4 Inch Size; Macintosh, 1 Disk, 3 1/2 Inch Size

AVAILABILITY: Sale $59.95; 30-day return privilege. Intellectual Software, 798 North Avenue, Bridgeport, CT 06606, (800) 232-2224 or (203) 335-0906.

TITLE: ***A Teacher's Guide for Entrepreneurship Instruction.***

DATE: 1984

ANNOTATION: Stresses specific skills required for embarking on an entrepreneurial career and shows how to plan instruction for each instructional level. A suggested teaching outline for a 16-unit entrepreneurial teaching plan is a detailed blueprint for carrying out a workable instructional program with units to meet a variety of needs from initial exposure to exposure to actual preparation for embarking on an entrepreneurial career. Order number 10983.

FORMAT: Teaching Guide; 77pp

AVAILABILITY: Sale $15.00. AVA Resources, 1410 King Street, Alexandria, VA 22314.

TITLE ***Teaching Entrepreneurship in Mississippi's Trade and Technical Programs.***

DATE 1983

DEVELOPER Comprehensive Vocational Teacher Education Program for the Mississippi Arc Region

FORMAT Administrative Manual. Teaching Guide. Reference Material. Evaluation Instrument. Field-tested/Validated. 31pp.

AVAILABILITY Loan 2 weeks. Librarian, Southeast Curriculum Coordination Network, PO Drawer DX, Mississippi State, MS 39762. (601) 325-2510.

TITLE ***The Whatsit Corporation: Survival Math Skills.***

DATE 1984

ANNOTATION Language: Applesoft. Students use their math skills in realistic simulation of starting and running a one-product business. Ordering numbers: Apple, 1134-YN; TRS-80, 1135-YN.

FORMAT Teaching Guide. Game/Simulation. Transparency Master.

SYS REQ Microcomputer Program. Apple II, II+, IIe. TRS-80. 48K Memory. 3.3 DOS. 1 Disk plus backup. 5 1/4 Inch Size.

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